

Rep Order# 6849389
EC'd Yes

Ver# 3
Status Revised

Traffic Order# 205046
Printed: 10/05/2012 4:35 PM
Last Received: 10/05/2012 3:52 PM
Showing Buylines: All Rep Revised Lines

1 of 5

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1540
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1540
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---									
SC=*									
--- REMARKS ---									
REV TO CNX SCHEDULE									
ATTN ALL LINES									
ATTN NEW TTL									
PLEASE CFN									
THANKS									
Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Time	Rate
*1		Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F 7A-8A	\$25.00
*2		Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M 7A-8A	\$25.00
*3		Buyline Comment: NEW MEX STYLE V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F 8A-9A	\$45.00
*4		Buyline Comment: NEW MEX STYLE V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M 8A-9A	\$45.00
*5		Buyline Comment: PC V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F 1P-2P	\$150.00

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*6		Buyline Comment: PC V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	1P-2P	0	\$150.00
*7		Buyline Comment: PC V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	3P-4P	0	\$150.00
*8		Buyline Comment: PC V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	3P-4P	0	\$150.00
*9		Buyline Comment: AFHV V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	4P-5P	0	\$150.00
*10		Buyline Comment: AFHV V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	4P-5P	0	\$150.00
*11		Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	7A-8A	0	\$25.00
*12		Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	7A-8A	0	\$25.00
*13		Buyline Comment: NEWS V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	9P-930P	0	\$1,000.00
*14		Buyline Comment: NEWS V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	9P-930P	0	\$1,000.00

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*15		Buyline Comment: NEWS V3 Cancelled	10/23-10/26	0	\$0.00	:30	0	TU-F	930P-10P	0	\$700.00
*16		Buyline Comment: NEWS V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	930P-10P	0	\$700.00
*17		Buyline Comment: NEWS V3 Cancelled	10/27-10/27	0	\$0.00	:30	0	SA	9P-930P	0	\$700.00
*18		Buyline Comment: NEWS V3 Cancelled	10/27-10/27	0	\$0.00	:30	0	SA	930P-10P	0	\$700.00
*19		Buyline Comment: NEWS V3 Cancelled	10/28-10/28	0	\$0.00	:30	0	SU	9P-930P	0	\$1,000.00
*20		Buyline Comment: NEWS V3 Cancelled	10/28-10/28	0	\$0.00	:30	0	SU	930P-10P	0	\$700.00
*21		Buyline Comment: BONES V3 Cancelled	10/29-10/29	0	\$0.00	:30	0	M	7P-8P	0	\$1,300.00
*22		Buyline Comment: RH/B&K V3 Cancelled	10/23-10/23	0	\$0.00	:30	0	TU	7P-8P	0	\$1,300.00

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Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*23		Buyline Comment: MLB WS GM 1 V3 Cancelled	10/24-10/24	0	\$0.00	:30	0	W	530P-9P	0	\$1,300.00
*24		Buyline Comment: MLB WS GM 2 V3 Cancelled	10/25-10/25	0	\$0.00	:30	0	TH	530P-9P	0	\$1,300.00
*25		Buyline Comment: MLB WS GM 3 V3 Cancelled	10/27-10/27	0	\$0.00	:30	0	SA	530P-9P	0	\$1,300.00
*26		Buyline Comment: NFL PREGAME V3 Cancelled	10/28-10/28	0	\$0.00	:30	0	SU	10A-11A	0	\$600.00
*27		Buyline Comment: NFL ON FOX - DALLAS AT GIANTS V3 Cancelled	10/28-10/28	0	\$0.00	:30	0	SU	2P-5P	0	\$15,000.00
*28		Buyline Comment: MLB WS GM 4 V3 Cancelled	10/28-10/28	0	\$0.00	:30	0	SU	530P-9P	0	\$1,300.00

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Oct 12: 0 / \$0.00
Sales Totals: 0 / \$0.00

Nov 12: 0 / \$0.00

Station KASA-TV ALBUQUERQUE, NM.
 Advertiser () DSCC IE
 Product DSCC IE
 Estimate# 1540
 Buyer DAN NAGELBERG
 Phone#
 Fax#

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 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 49/53/1540
 Flight Dates 10/23/2012 - 10/29/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Station Totals: 0 / \$0.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$0

CABL 0%	KASA 14%	KASY 1%	KLUZ 0%	KOAT 36%
KOB 20%	KRQE 28%	KWBQ 1%		

---COMPETITIVE COMMENTS---

Books NOV12
 Demos RA35+

---Agency Comment---
 PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
 CASH IN ADVANCE

Rep Order# 6849389	Ver# 2	Status Returned	Traffic Order# 205046	Printed: 09/12/2012 8:57 AM	1 of 2
EC'd Yes				Last Received: 09/05/2012 3:15 PM	
				Showing Buylines: Last Sta Revised Lines	

Station KASA-TV ALBUQUERQUE, NM.	Agency () GREAT AMERICAN MEDIA	Rep Firm () PHILADELPHIA
Advertiser () DSCC IE	3050 K ST NW	Sales Office () AMY MCCREARY
Product DSCC IE	WASHINGTON, DC 20007	Salesperson ()
Estimate# 1540	Agency C/P1/P2/E 49/53/1540	
Buyer DAN NAGELBERG	Flight Dates 10/23/2012 - 10/29/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

--- CONTRACT COMMENT ---
SC=*

--- REMARKS ---
SEE PRG TP CHANGES LINES 5-8

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*5			10/23-10/26	1	\$1,200.00	:30	8	TU-F	1P-2P	8	\$150.00
Buyline Comment: PC Station Remark: V2 PEOPLES COURT AIRS 12-1P EFF 9/10. WE HAVE BOOKED THIS LINE 12-1P IN PEOPLES COURT											
*6			10/29-10/29	1	\$300.00	:30	2	M	1P-2P	2	\$150.00
Buyline Comment: PC Station Remark: V2 PEOPLES COURT AIRS 12-1P EFF 9/10. WE HAVE BOOKED THIS LINE 12-1P IN PEOPLES COURT											
*7			10/23-10/26	1	\$1,200.00	:30	8	TU-F	3P-4P	8	\$150.00
Buyline Comment: PC Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10. WE HAVE BOOKED 2-3P IN PEOPLES COURT											
*8			10/29-10/29	1	\$300.00	:30	2	M	3P-4P	2	\$150.00
Buyline Comment: PC Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10. WE HAVE BOOKED 2-3P IN PEOPLES COURT											

---REPORT TOTALS---
Report Totals: 20 / \$3,000.00

---SALES MONTHLY TOTALS---

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Product DSCC IE
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Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Oct 12: 63 / \$41,320.00 Nov 12: 12 / \$3,995.00
Sales Totals: 75 / \$45,315.00
Station Totals: 75 / \$45,315.00
Lines not sent/rcld/rtrn: 0 / \$0.00

Market Totals \$323,679

CABL 0%	KASA 14%	KASY 1%	KLUZ 0%	KOAT 36%
KOB 20%	KRQE 28%	KWBQ 1%		

---COMPETITIVE---

---COMPETITIVE COMMENTS---

Books NOV12

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order#	6849389	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 09/05/2012 3:15 PM
Last Received: 09/05/2012 2:31 PM
Showing Buylines: All Lines

1 of 4

Station	KASA-TV ALBUQUERQUE, NM.
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Product	DSCC IE
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Buyer	DAN NAGELBERG
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--- CONTRACT COMMENT ---

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
1		Buyline Comment: WENDY WILLIAMS	10/23-10/26	1	\$125.00	:30	5	TU-F	7A-8A	5	\$25.00
2		Buyline Comment: WENDY WILLIAMS	10/29-10/29	1	\$25.00	:30	1	M	7A-8A	1	\$25.00
3		Buyline Comment: NEW MEX STYLE	10/23-10/26	1	\$270.00	:30	6	TU-F	8A-9A	6	\$45.00
4		Buyline Comment: NEW MEX STYLE	10/29-10/29	1	\$45.00	:30	1	M	8A-9A	1	\$45.00
5		Buyline Comment: PC	10/23-10/26	1	\$1,200.00	:30	8	TU-F	1P-2P	8	\$150.00
6		Buyline Comment: PC	10/29-10/29	1	\$300.00	:30	2	M	1P-2P	2	\$150.00
7		Buyline Comment: PC	10/23-10/26	1	\$1,200.00	:30	8	TU-F	3P-4P	8	\$150.00
8		Buyline Comment: PC	10/29-10/29	1	\$300.00	:30	2	M	3P-4P	2	\$150.00
9		Buyline Comment: AFHV	10/23-10/26	1	\$1,200.00	:30	8	TU-F	4P-5P	8	\$150.00
10		Buyline Comment: AFHV	10/29-10/29	1	\$300.00	:30	2	M	4P-5P	2	\$150.00

Rep Order# 6849389 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/05/2012 3:15 PM 2 of 4

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
11		Buyline Comment: WENDY WILLIAMS	10/23-10/26	1	\$125.00	:30	5	TU-F	7A-8A	5	\$25.00 3
12		Buyline Comment: WENDY WILLIAMS	10/29-10/29	1	\$25.00	:30	1	M	7A-8A	1	\$25.00 3
13		Buyline Comment: NEWS	10/23-10/26	1	\$4,000.00	:30	4	TU-F	9P-930P	4	\$1,000.00 3
14		Buyline Comment: NEWS	10/29-10/29	1	\$1,000.00	:30	1	M	9P-930P	1	\$1,000.00 3
15		Buyline Comment: NEWS	10/23-10/26	1	\$2,800.00	:30	4	TU-F	930P-10P	4	\$700.00 3
16		Buyline Comment: NEWS	10/29-10/29	1	\$700.00	:30	1	M	930P-10P	1	\$700.00 3
17		Buyline Comment: NEWS	10/27-10/27	1	\$700.00	:30	1	SA	9P-930P	1	\$700.00 3
18		Buyline Comment: NEWS	10/27-10/27	1	\$700.00	:30	1	SA	930P-10P	1	\$700.00 3
19		Buyline Comment: NEWS	10/28-10/28	1	\$1,000.00	:30	1	SU	9P-930P	1	\$1,000.00 3
20		Buyline Comment: NEWS	10/28-10/28	1	\$700.00	:30	1	SU	930P-10P	1	\$700.00 3
21		Buyline Comment: BONES	10/29-10/29	1	\$1,300.00	:30	1	M	7P-8P	1	\$1,300.00 3

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22		Buyline Comment: RH/B&K	10/23-10/23	1	\$1,300.00	:30	1	TU	7P-8P	1	\$1,300.00
23		Buyline Comment: MLB WS GM 1	10/24-10/24	1	\$2,600.00	:30	2	W	530P-9P	2	\$1,300.00
24		Buyline Comment: MLB WS GM 2	10/25-10/25	1	\$2,600.00	:30	2	TH	530P-9P	2	\$1,300.00
25		Buyline Comment: MLB WS GM 3	10/27-10/27	1	\$2,600.00	:30	2	SA	530P-9P	2	\$1,300.00
26		Buyline Comment: NFL PREGAME	10/28-10/28	1	\$600.00	:30	1	SU	10A-11A	1	\$600.00
27		Buyline Comment: NFL ON FOX - DALLAS AT GIANTS	10/28-10/28	1	\$15,000.00	:30	1	SU	2P-5P	1	\$15,000.00
28		Buyline Comment: MLB WS GM 4	10/28-10/28	1	\$2,600.00	:30	2	SU	530P-9P	2	\$1,300.00

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Report Totals: 75 / \$45,315.00

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Demos RA35+

---Agency Comment---
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